

Message Text

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E.O. 11652: N/A

TAGS: BEXP, SF

SUBJECT: FY 1977 AND PRELIMINARY 1976 SOUTH AFRICAN CRAG

CABLE AND SEPARATELY POUCHED MATERIALS, PREPARED BY COMMERCE AND STATE, DESCRIBE INITIAL STEPS TO BE TAKEN BY POSTS IN PREPARATION OF THE COMMERCIAL RESOURCE ALLOCATION GUIDE (CRAG) FOR FISCAL YEAR 1977. POSTS' RESPONSES ARE REQUESTED BY JANUARY 30. ADDRESSES ARE ENCOURAGED ALSO TO INITIATE THEIR CONSIDERATION OF FY 78 CRAG ACTIVITIES. END SUMMARY.

DRAWING ON EXPERIENCE GAINED OVER PAST 2-3 YEARS, WE ARE BEGINNING PREPARATION OF FY 77 CRAG. WHILE NO SWEEPING NEW APPROACHES INTRODUCED, A NUMBER OF FORMAT CHANGES HAVE BEEN DESIGNED TO IMPROVE USEFULNESS OF CRAG. IT IS HOPED THESE CHANGES WILL FACILITATE PREPARATION OF INDIVIDUAL SECTIONS OF CRAG. IN ADDITION TO CRAG'S UTILITY TO

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WASHINGTON AGENCIES, IT PROVIDES FOR THE POST:

- A STATEMENT OF ANNUAL COMMERCIAL REQUIREMENTS AND OBJECTIVES APPROVED BY THE DEPARTMENTS OF STATE AND COMMERCE, REFLECTING U.S. INDUSTRY'S NEEDS AND DESIRES;
- A GOAL-ORIENTED GUIDE TO COMMERCIAL PROGRAM PRIORITIES;
- A MANAGEMENT TOOL FOR IN-DEPTH ANALYSIS OF COMMERCIAL OPERATIONS IN RELATION TO AVAILABLE RESOURCES AND THE ACHIEVEMENT OF MOST EFFECTIVE RESOURCES UTILIZATION; AND
- A BASIS FOR CHANGING OR ELIMINATING ACTIVITIES AS NEW, HIGHER PRIORITY OPPORTUNITIES ARE IDENTIFIED BY THE POSTS AND THE WASHINGTON AGENCIES.

POSTS WILL RECALL THAT PRELIMINARY RECOMMENDATIONS FOR FY 77 CAMPAIGNS WERE SUBMITTED EARLY IN 1975. POSTS SHOULD NOW REVIEW THOSE RECOMMENDATIONS, TAKING INTO CONSIDERATION CHANGES IN THE HOST COUNTRY ECONOMY, THE MARKETPLACE AND THE RESOURCES AVAILABLE. PRIORITIES NEED TO BE ESTABLISHED FOR INITIATIVES AND ADDITIONAL DETAILS ARE NEEDED AS INPUTS INTO DRAFT CRAG BEING ASSEMBLED IN THE BUREAU OF INTERNATIONAL COMMERCE.

WORK ON THE FY 77 CRAG SHOULD FOLLOW THE PROCEDURES SET FORTH IN THIS MESSAGE AND MATERIALS POUCHED DECEMBER 31. ENCLOSURE 1 AND ITS APPENDIX ("EXHIBIT A") PROVIDE SPECIFIC INSTRUCTIONS CONCERNING DRAFTING OF INDIVIDUAL SECTIONS OF THE CRAG, WHILE ENCLOSURE 2 SHOWS A SAMPLE CRAG FORMAT.

IN ORDER THAT THE POSTS HAVE AN APPROVED CRAG DOCUMENT IN HAND BY THE BEGINNING OF FY 77 ON OCTOBER 1, 1976, AND TO COORDINATE WITH THE STATE DEPARTMENT BUDGET CYCLE FOR FY 78, THE FOLLOWING TIMETABLE SHOULD BE FOLLOWED:

- JANUARY 30 -- DUE DATE FOR REPLIED TO THIS MESSAGE
(SEE ACTION BELOW)
- BY MARCH 12 - CONFER WITH POST ADMINISTRATIVE OFFICER

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- CONCERNING FUNDS FOR FY 78 CRAG
- ACTIVITIES IN POST'S BUDGET REQUEST.
- APPROX. MARCH 12 - SUBMISSION OF RECOMMENDATIONS FOR FY 78 ACTIVITIES (SEPARATE INSTRUCTIONS WILL FOLLOW IN A LATER MESSAGE).
- MARCH/APRIL -- AS NECESSARY, AD HOC REQUESTS FROM

- COUNTRY MARKETING MANAGER FOR SUPPLE-
- MENTAL DATA TO COMPLETE THE FINAL DRAFT
- CRAG.

- APRIL 1-7 -- REGULARLY SCHEDULED QUARTERLY MEETING
- OF CCAG.

- APRIL 15-MAY 10 -- WCAG SCHEDULED TO CLEAR AND SUBMIT
- TO POST A FINAL DRAFT.

- MAY/JUNE -- STATE/COMMERCE CONSULTATION TEAMS VISIT
- POSTS TO COMPLETE SECTION V AND ALL
- OTHER UNFINISHED ASPECTS OF THE FY 77
- CRAG AND TO DISCUSS PRELIMINARY
- PLANNING FOR FY 78.

ACTION REQUESTED: (1) RESPONSES TO THIS CABLE, DUE IN WASHINGTON BY JANUARY 30, SHOULD CONTAIN RECOMMENDATIONS ON THE CONTENT OF SECTIONS I, II, AND III OF THE FY 77 CRAG. THESE RECOMMENDATIONS MAY BE IN THE FORM OF AN INITIAL DRAFT OF EACH SECTION, BUT THIS IS NOT REQUIRED IF A POST IS PROPOSING ONLY MINOR CHANGES IN THE FY 77 RECOMMENDATIONS SUBMITTED EARLIER THIS YEAR. (2) RESOURCE ALLOCATION SUMMARY TABLES IN SECTION V AND THE PRESENTATION OF DEFERRED ACTIVITIES IN SECTION IV ARE TO BE DEVELOPED MORE GRADUALLY AND WILL NOT BE COMPLETED IN FINAL FORM UNTIL MAY/JUNE. (3) CCAG AT EACH ADDRESSEE POST IS REQUESTED TO INITIATE POST'S CONSIDERATION OF FY 78 ACTIVITIES AND TO CONFER WITH PRINCIPAL ADMINISTRATIVE OFFICER BY MARCH 12 TO MAKE SURE THAT ADEQUATE FUNDS FOR SUPPORT OF ALL CRAG ACTIVITIES ARE REQUESTED IN EACH POST'S BUDGET SUBMISSION FOR FY 1978. KISSINGER

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